



PUBLIC RELATIONS

FOR IMMEDIATE RELEASE

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THE FRANKLIN INSTITUTE TEAMS UP WITH WHOLE FOODS MARKET® TO EXPLORE FOOD SCIENCE!*TFI's popular Kitchen Science program hits the road this summer with stops at local Whole Foods to make (and serve)....Liquid Nitrogen Ice Cream!**Nickels for Nonprofits at Whole Foods Markets to Benefit Kitchen Science at The Franklin Institute, Now Through September 29*

Philadelphia, PA July 26, 2013 – The Franklin Institute and Whole Foods Market are joining forces this summer to highlight the science behind some of our most favorite summer foods. On select days throughout the summer and into fall, science interpreters from The Franklin Institute will set-up at various Whole Food Market stores throughout the region to serve up some very *chilly* science - namely, Liquid Nitrogen Ice Cream. Shoppers will see firsthand how combining liquid nitrogen with cream, sugar and a variety of fresh ingredients creates different flavors of delicious ice cream - which they can even taste!

The demonstration is part of The Franklin Institute's popular Kitchen Science program which takes place each month at the museum. Supported by Frog Commissary through the Don Falconio Memorial Fund, [Kitchen Science](#) explores the "how and why" of cooking and nutrition through experiments, hands-on demonstrations with both science interpreters and Executive Chefs from Frog Commissary, informative panel displays, and take-home activities. The program works to inform visitors of the importance of nutrition, making healthy food choices, and the science behind it all.

The Franklin Institute is also a current partner in the Whole Foods Market *Nickels for Nonprofits* program, which gives shoppers the opportunity to donate their 5-cent per reusable bag refund directly to the Institute's Kitchen Science program.

Upcoming Franklin Institute Kitchen Science demonstrations at local Whole Foods Market stores:

Saturday, July 27 | 2pm-5pm (as part of Whole Foods Market Ice Cream Social event)
Whole Foods Market – Callowhill | 2001 Pennsylvania Avenue, Philadelphia, PA 19130

Saturday, September 7 | 2pm – 4pm
Whole Foods Market – Plymouth Meeting | 500 W. Germantown Pike, Plymouth Meeting, PA 19462

Saturday, September 14 | 2-4pm
Whole Foods Market – Devon | 821 W. Lancaster Ave, Wayne, PA 19087

**PUBLIC RELATIONS**

Sunday, September 15 | 11am – 2pm

Whole Foods Market – Marlton | 940 Route 73 North, Marlton, NJ 08053

Saturday, September 21 | 3pm – 6pm

Whole Foods Market – Wynnewood | 339 East Lancaster Ave, Wynnewood, PA 19096

Sunday, September 22 | 11am – 2pm

Whole Foods Market – Glen Mills | 475 Wilmington West Chester Pike, Glen Mills PA 19342

Saturday, October 12 | 12pm – 3pm

Whole Foods Market – Jenkintown | 1575 The Fairway, Jenkintown, PA 19046

About Kitchen Science

Kitchen Science is a monthly hands-on program paired with a graphic installation throughout the museum's cafeteria-style eatery, Franklin Foodworks, that explores the "how and why" of cooking, nutrition and food safety. Kitchen Science was made possible by a grant from the Don Falconio Memorial Fund of The Philadelphia Foundation. Falconio spent his entire professional career with Frog Commissary.

The Franklin Institute

Located in the heart of Philadelphia, The Franklin Institute is a renowned and innovative leader in the field of science and technology learning, as well as a dynamic center of activity. Pennsylvania's most visited museum, it is dedicated to creating a passion for learning about science by offering access to hands-on science education. For more information, visit www.fi.edu.

Whole Foods Market

Founded in 1980 in Austin, Texas, Whole Foods Market (wholefoodsmarket.com, NASDAQ: WFM), is the leading natural and organic food retailer. As America's first national certified organic grocer, Whole Foods Market was named "America's Healthiest Grocery Store" by *Health* magazine. The company's motto, "Whole Foods, Whole People, Whole Planet"™ captures its mission to ensure customer satisfaction and health, Team Member excellence and happiness, enhanced shareholder value, community support and environmental improvement. Thanks to the company's more than 73,000 Team Members, Whole Foods Market has been ranked as one of the "100 Best Companies to Work For" in America by *FORTUNE* magazine for 16 consecutive years. In fiscal year 2012, the company had sales of \$11.7 billion and currently has more than 340 stores in the United States, Canada and the United Kingdom.